

ABSTRACT

A banner advertisement system includes an advertisement terminal, a banner advertisement server, and an image forming apparatus. The advertisement terminal generates a banner advertisement. The banner advertisement server distributes the banner advertisement generated by the advertiser terminal. The image forming apparatus includes a displaying mechanism for displaying the banner advertisement distributed by the banner advertisement server and a response sending mechanism for sending to the advertiser terminal at least one of an order and an inquiry for at least one of a product and services offered by the banner advertisement displayed on the displaying mechanism.